GOVERNMENT OF INDIA
RAILWAYS
LOK SABHA

UNSTARRED QUESTION NO:4107
ANSWERED ON:18.04.2002
MARKETING OVERDRIVE SCHEME
ANANDRAO ADSUL

Will the Minister of RAILWAYS be pleased to state:

(a) whether the Railways is planning to launch a marketing overdrive scheme;

(b) if so, the details thereof and the reasons therefor; and

(c) the extent to which it is likely to help the Railways to earn profit more ?

Answer

MINISTER OF STATE IN THE MINISTRY OF PARLIAMENTARY AFFAIRS AND MINISTER OF STATE IN THE MINIST RAILWAYS (SHRI O. RAJAGOPAL)

(a) & (b): No, Sir. No `marketing overdrive` scheme has been launched by Indian Railways (IR).However, certain schemes have been launched to attract traffic to rail. These include proposed rationalisation of freight structure in the Budget 2002-2003 to remove existing anomalies, liberalisation of concessions under Station to Station rates running of mini rakes to cater to short lead traffic and increase in the number of two point rake combinations. Policies for private participation in setting-up freight terminals and warehouses at railheads have also been formulated.

(c) Railways have set an ambitious target of loading 510 MT in the ensuing financial year. These schemes are expected to augment volumes and revenue and assist in achievement of the target.